

Amendments to the Specification

IN THE WRITTEN DESCRIPTION

Please replace the paragraph beginning at page 1, line 2, with the following rewritten paragraph:

FIELD OF THE INVENTION

The present invention relates to a price indication label ~~according to the preamble of claim 1~~ having a price indication region.

BACKGROUND OF THE INVENTION

Please replace the paragraph beginning at page 1, line 9, with the following rewritten paragraph:

However, in a sale-strengthening month, there is a requirement that a commodity price is reduced ~~temporary~~ temporarily or permanently ~~than~~ as compared to a former original price in order to do a ~~promotion~~ promotional sale ~~offer~~ for a commodity.

Please replace the paragraph beginning at page 2, line 6, with the following rewritten paragraph:

SUMMARY OF THE INVENTION

In order to achieve the aforementioned objects according to the present invention, there is provided a price indication label ~~in accordance with claim 1 and a method in accordance with claims 9, 10, 11, 12 and 13. Preferred embodiments are claimed in the dependent claims. The object is solved by a price indication label as described above in which the surface material of the~~ a price indication region and the surface material of ~~the~~ an advertisement region are different from each other.

Please replace the paragraph beginning at page 4, line 11, with the following rewritten paragraph:

~~These and other objects, aspects and embodiments of the present invention will be described in more detail with reference to the following figures:~~

BRIEF DESCRIPTION OF THE DRAWINGS

Please insert the following heading on page 6, before line 8:

DETAILED DESCRIPTION

Please replace the paragraph beginning at page 10, line 17, with the following rewritten paragraph:

~~Fig. 5~~Figs. 5(a) and 5(b) ~~shows an~~show another ~~example~~example of a promotional label 119 ~~performed~~preformed with a reverse printing according to the present invention. Specifically, the promotional label 119 has a price indication region for indicating the current sales price ~~121~~123 and ~~an~~an advertisement region 125 which is arranged for applying the strikeout mark 126 to strike out ~~an~~an original sales price 121 and for printing with a message such as "bargain price today" as a promotional slogan 118 thereon, ~~and provided capable of put down the~~. The original sales price 121 printed on the advertisement region 125 has been struck out by the strikeout mark 126 of the advertisement region 125 and the current price 123 is printed on the price indication region 120. As shown in Fig 5(a), there is provided that a yellow color is printed on a colored printing region 134 for indicating the current sales price 123, and that halftone dot and strike mark preferably used with red color are printed on ~~an~~an advertisement region 136 for indicating the original sales price 121.